

**IN THE UNITED STATES PATENT & TRADEMARK OFFICE**

In re application of William D. Goldberg, et al.

September 21, 2010

Serial No.: 10/814,541

Filed: March 31, 2004

For: **Market Expansion through Optimized Resource Placement**

Art Unit: 3623

Examiner: Folashade Anderson

**AMENDMENT/RESPONSE**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment/Response responds to the Office Action mailed June 24, 2010. The following amendments and remarks are respectfully submitted.